



Leva Advisory
Delivering clarity and efficiency

THE LEVA-LINQ STORY

Leva, a boutique consultancy based in New Zealand, specialises in project and programme management advisory, business analysis and sustainable project management. Co-directed by Vicki Taylor and her business partner, Greg Rozen, Leva operates with an in-house team and a network of trusted consultants, delivering tailored solutions to complex business challenges. Services include project maturity reviews (including P3M3 reviews from PeopleCert), health checks for frameworks and business process improvement, where LINQ plays a key role.

With a mission to help organisations achieve clarity and efficiency, Leva has used LINQ's Digital Twin of the Organisation (DTO) technology for over five years. By focusing on end-to-end processes and incorporating tools like LINQ, Leva helps its clients uncover inefficiencies and implement changes that deliver measurable improvements.



THE CHALLENGE

Leva's clients often struggle to visualise and understand their operations, especially when dealing with fragmented processes, competing demands and resource constraints. These challenges are compounded by pressure to improve sustainability and streamline workflows.

For one public sector client, the challenge for a newly appointed member of the senior leadership team was understanding what her teams actually did. She faced an immediate need to diagnose inefficiencies in her department's operations. The teams flagged issues such as resource shortages, inconsistent performance and slow approvals but lacked data to back up their claims.

Another organisation sought help with a large-scale booking process for their tourism service. The problem appeared to be a technical failure in their system. However, leadership needed clarity on whether replacing the platform would solve their issues or if the problem was more systemic.

In both cases, Leva needed a tool that could rapidly map processes, quantify inefficiencies, and deliver actionable insights.



CUSTOMER SUCCESS

THE LINQ SOLUTION

LINQ's DTO technology was pivotal in solving these challenges. LINQ enables organisations to visualise their operations, measure inefficiencies and predict the impacts of potential changes. The platform integrates process mapping, data analysis and modelling capabilities, providing clients with a picture of their organisation's operations and/or specific processes.

Leva utilised LINQ to map processes live in workshops, capturing 80% of workflows during the sessions. By engaging team members directly, they uncovered pain points and areas for improvement while fostering a sense of ownership among staff. Additional follow-ups ensured a comprehensive understanding of each process.

In another public sector department, LINQ helped Leva map three critical processes:

- Corridor Access Requests – approvals for road closures due to maintenance or construction
- Vehicle Access Crossings – assessments for driveways intersecting with public footpaths
- Temporary Traffic Management – audits ensuring road safety during disruptions

LINQ's analysis pinpointed rework - caused by incomplete applications - as the highest-cost action across processes. This insight allowed the client to prioritise improvements that would yield the greatest operational and financial benefits.

In the case of the tourism service business, LINQ revealed that the perceived 'booking platform failure' only accounted for 60% of the problem. A significant portion of inefficiencies stemmed from manual processes outside the platform, such as fragmented workflows across the organisation. These findings informed a broader strategy to standardise operations and improve system integration.

Vicki confirms “Our use of LINQ reflects its versatility and depth as a tool for driving business transformation. LINQ integrates seamlessly into Leva’s business process improvement toolkit, providing unparalleled insights that elevate consultancy engagements.”

THE RESULTS

By using LINQ, Leva delivered transformative outcomes for its clients:

- Enhanced Clarity: Senior leaders gained a clear understanding of end-to-end workflows, enabling data-driven decisions about resources, processes and technology investments.
- Cost Reduction: Addressing rework in permit applications reduced costs and improved service delivery times.
- Strategic Insights: LINQ highlighted areas where technological upgrades alone wouldn't suffice, guiding organisations toward comprehensive process and system redesigns.
- Team Engagement: Workshops using LINQ not only identified inefficiencies but also fostered collaboration and morale among staff. Teams felt heard and valued, with one manager noting that the process itself had already delivered value.

For Leva's clients, these outcomes translated into tangible improvements. One client, for instance, brought Leva back to reassess and benchmark progress three years after implementing recommendations - a testament to the lasting impact of LINQ-powered insights.

WHY LINQ?

Vicki says “LINQ delivers a holistic view, combining cost, time, value and carbon impact into a single model, helping organisations balance competing priorities. Its predictive power is amazing, by visualising the effects of proposed changes, LINQ enables proactive decision-making, reducing risks and optimising outcomes.”

With regards to collaboration and accessibility LINQ’s visual, interactive approach ensures that everyone - from frontline staff to executives - can engage with the data and participate in shaping solutions.

"LINQ is more than a tool - it's our partner in delivering value," says Vicki. "It provides insights we can't get anywhere else, enabling us to solve problems for our clients and build long-term relationships."

LOOKING AHEAD

As Leva continues to tackle complex challenges for clients across New Zealand and Australia, LINQ remains at the core of its approach. Whether helping public sector organisations improve service delivery or guiding businesses through digital transformation, LINQ empowers Leva to deliver clarity, efficiency and sustainability.

With the upcoming adoption of LINQ 2, Vicki and her team are excited about the enhanced capabilities (especially carbon measurement) and insights they can bring to their clients. Together, Leva and LINQ are redefining what's possible in business process improvement.

